

R Order# 6816897 Ver# 1 Status New
EC'd No

Traffic Order# 770844

Printed: 05/18/2012 12:38 PM
Last Received: 05/18/2012 12:00 PM
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS-B
Estimate# 580
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/580
Flight Dates 05/30/2012 - 06/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC-*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL /45
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-----------|-----------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | --- | ----- | ----- | ----- |
| | 1 | TH | 3P-4P | PEOPLE'S COURT | :30 | \$50.00 | 05/31-05/31 | 1 | 1 | 1 | \$50.00 | |
| | 2 | M | 3P-4P | PEOPLE'S COURT | :30 | \$50.00 | 06/04-06/04 | 1 | 1 | 1 | \$50.00 | |
| | 3 | W | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 05/30-05/30 | 1 | 1 | 1 | \$175.00 | |
| | 4 | TH | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 05/31-05/31 | 1 | 1 | 1 | \$175.00 | |
| | 5 | TU | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 06/05-06/05 | 1 | 1 | 1 | \$175.00 | |
| | 6 | TH | 11P-1130P | SEINFELD< | :30 | \$60.00 | 05/31-05/31 | 1 | 1 | 1 | \$60.00 | |
| | 7 | M | 11P-1130P | SEINFELD< | :30 | \$60.00 | 06/04-06/04 | 1 | 1 | 1 | \$60.00 | |

---REPORT TOTALS---

Report Totals: / / \$745.00

---SALES MONTHLY TOTALS---

Jun 12: 7 / \$745.00

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Sales Totals: 7 / \$745.00

Station Totals: 7 / \$745.00

Lines not sent/rcld/xtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$12,417 | CATV | 0% | WNGT | 0% | WNWO | 8% | WTOL | 53% | WTVC | 33% |
| | | WUPW | 6% | | | | | | | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, FNOV11
Demos RA3b+

--- CREDIT RISK ---

CASH IN ADVANCE